

Message Text

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21

ACTION NEA-09

INFO OCT-01 ISO-00 EB-07 COME-00 CIAE-00 INR-07 NSAE-00

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R 110505Z MAY 75

FM AMEMBASSY SANAA

TO SECSTATE WASHDC 5465

LIMITED OFFICIAL USE SANAA 1096

E.O. 11652: N/A

TAGS: ETRD, YE

SUBJ: YARG NEGOTIATIONS TO ESTABLISH TV STATIONS IN YEMEN

REFS: SANAA 1076; STATE 106665

1. DEPRIMIN GEGHAM TOLD AMBASSADOR MAY 9 THAT HE OPTIMISTIC THAT DIETZ ASSOCIATES WOULD BE AWARDED CONTRACT AND THAT HE EXPECTED MATTER WOULD BE DISCUSSED IN WEEKLY CABINET MEETING MAY 14.

2. DIETZ'S DISCUSSIONS WITH YARG MININFO GO BACK TO AUGUST 1972 WHEN HE WAS ASKED TO FIND AMERICAN COMPANY INTERESTED IN TV INSTALLATION. DIETZ, WHO PREVIOUSLY SUPERVISED CONSTRUCTION SEVERAL SAUDI TV STATIONS FOR US CORPS OF ENGINEERS IN WHICH RCA WAS CONTRACTOR, PROPOSED RCA WHICH THEN DID PRELIMINARY STUDY AT DIETZ ASSOCIATES EXPENSE. AGREEMENT WAS REACHED WITH MININFO THAT RCA (DIETZ SAYS HE IS PAYING) WOULD PROVIDE MORE POWERFUL 200 WATT RCA TRANSMITTER FOR ABU DHABI-FUNDED SANAA STATION AND DIETZ IN TURN WOULD BE GRANTED EXCLUSIVE RIGHT TO IMPORT TV SETS INTO YEMEN WHICH WOULD BE RCA SETS MANUFACTURED IN TAIWAN AND MODIFIED FOR YEMENI MARKET.

3. SANAA REFTEL SHOULD HAVE REFERRED TO DIETZ CLAIM TO BE SOLE EXCLUSIVE AGENT FOR RCA NOT REPRESENTATIVE.

APPRECIATE DEPT. CLARIFYING THIS WITH DENNY TO AVOID
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MISUNDERSTANDINGS. THIS IS ESSENTIALLY RELATIONSHIP

EXPLAINED TO US DURING FEBRUARY 1973 VISIT OF DIETZ AND J.M. WATKINS, DIRECTOR CONSUMER ELECTRONICS, INTERNATIONAL OPERATIONS, RCA IN INDIANAPOLIS. DIETZ HAS ACTED AS ENTREPRENEUR TO LINE UP RCA INVOLVEMENT THROUGH HIM. RISH IS HIS. DIETZ ASSOCIATES WILL BE PARTY TO AGREEMENT WITH MININFO, NOT RCA. DO NOT BELIEVE, THEREFORE, THAT WE SHOULD STIMULATE YARG TO CONTACT RCA AT THIS POINT SINCE THIS COULD UNDERMINE DIETZ.

4. EMBASSY HAS SUPPORTED DIETZ'S EFFORTS OVER PAST TWO YEARS (SEE SANA 0353 OF MARCH 5, 1973) AS IT WOULD CONVERT PROPOSED LOCAL SYSTEM FROM ONE LIMITED TO FRENCH AND SOVIET PROGRAMMING TO CCIR-TYPE SYSTEM WHICH WOULD RELY LARGELY ON AMERICAN, WESTERN EUROPEAN, SAUDI, AND LEBANESE PROGRAMMING. PROGRESS HAS BEEN GREATLY HAMPERED BY STULTIFYING COMBINATION OF YEMENI AND ABU DHABI VENALITY, BUT WE HOPE GEGHAM'S EFFORTS WILL RESULT IN WESTERN-ORIENTED SYSTEM WHICH WE EXPECT TO HAVE GREAT IMPACT AMONG UNSOPHISTICATED LOCAL AUDIENCES.

SCOTES

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